

General Mills in the Community



**Alleviate
hunger**



**Advance
nutrition wellness**



**Improve
education**

From Minneapolis to Mumbai
and many points in between,
General Mills employees, food
donations and our Foundation
help to nourish lives every day.



Nourishing communities globally

Our philanthropic work is an extension of our company's *Nourishing Lives* mission and ties closely to our core business.

We work in innovative ways with partners locally and around the world to harness our collective impact in key target areas, while engaging employees in volunteerism around the globe.

We believe we can have the greatest impact where our company's unique strengths intersect with community needs. For this reason, we focus our philanthropic and community engagement efforts on alleviating hunger, advancing nutrition wellness and improving education.

For year-round updates on how we're nourishing communities globally, follow "General Mills in the Community" on Facebook.



Nourishing lives, every day

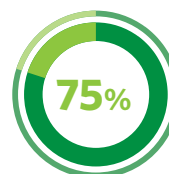
General Mills works with remarkable partners at the global, national and local levels to strengthen communities by harnessing our collective insights and impact. We empower our employees to heighten their community impact through flexible giving programs and skills-based volunteerism.

Increasing impact through employee volunteerism

Our employees have built a strong legacy of volunteerism at General Mills by applying the skills they develop in their jobs to help community organizations.

Good Works: Our Good Works program leverages employees' on-the-job knowledge for the benefit of our communities. Founded

in 2009, the Good Works program links nonprofit organizations with General Mills marketing professionals in our headquarters community. Nearly 200 volunteers have completed more than 35 projects since the program's inception, including 45 volunteers and seven projects in 2013.



More than **75 percent** of all General Mills employees worldwide volunteer in their communities, including 83% of U.S.-based employees

Partners in Food Solutions

Partners in Food Solutions (PFS) is a nonprofit organization working to improve the capacity, efficiency and product quality of food companies in sub-Saharan Africa. General Mills founded PFS to improve food security and nutrition to help address chronic food supply issues and extreme hunger in the developing world. PFS remotely transfers the knowledge and expertise of more than 650 volunteers from industry leading food companies – General Mills, Cargill, Royal DSM and Bühler – to more than 525 small and

growing food companies in Africa, who source from more than 550,000 smallholder farmers.

Goal: By 2019, PFS plans to broaden its reach and achieve the following: recruit and engage 2,000+ corporate volunteers, train 2,000+ processors, help create 1,000 new jobs, and help create or sustain viable markets for 1MM+ farmers and 6MM+ family members.



△ Partners in Food Solutions volunteers work with food processors in Ethiopia.

Champions for Healthy Kids

We expand nutrition wellness and promote active lifestyles through our *Champions for Healthy Kids* platform, which includes General Mills support for the Presidential Youth Fitness Program, a national grants program, and a partnership with Nemours focused on early childhood health and nutrition.



Feeding America: We donated US\$40 million worth of food to Feeding America's 200 food banks across the United States last year. General Mills has partnered with Feeding America for more than 30 years. Through this partnership, we provide nourishment to Americans struggling with hunger; safe and nurturing places for children to have a meal; and emergency assistance for disaster victims.



The Global FoodBanking Network: Last year, General Mills provided US\$2.8 million in food donations to The Global FoodBanking Network, an organization dedicated to creating and strengthening food banks around the world. We support The Global FoodBanking Network's efforts in the United Kingdom, South Africa, Argentina and Australia and are playing an active role in helping the organization expand to alleviate hunger on a global scale.





Fueling literacy, supporting education

Through brand partnerships like *Cheer On Reading* and cause marketing programs like *Box Tops for Education*, General Mills helps schools and families improve outcomes for their students.

Supporting U.S. schools, promoting literacy

In our world headquarters community of Minneapolis, and around the world, we support programs that expand access to education and raise achievement levels. Our contribution of funds and expertise increases the impact of innovative education programs.



Impact

\$600 million raised for U.S. schools through *Box Tops for Education* since 1996, including **\$75 million** in 2013

77 million children's books distributed through *Cheer On Reading* since 2002

Box Tops for Education helps schools across the U.S. earn cash for the things they need. Since the program's inception in 1996, over a half billion dollars has been dispersed to more than 90,000 schools. In 2013, our *Box Tops for Education* program and its affiliates raised more than US\$75 million for K-8 schools in the U.S., including US\$63 million from General Mills brands.



△ *Box Tops for Education* provides funds for U.S. schools.

More than 240 of our products participate in *Box Tops for Education*, including *Cheerios*, *Betty Crocker*, *Pillsbury*, *Hamburger Helper*, *Old El Paso*, *Progresso* and *Green Giant*.

Through our **Cheer On Reading** program, we are helping put books in the hands of children as part of our efforts to improve literacy and build a foundation for lifelong success.

Formerly known as Spoonfuls of Stories, our *Cheer On Reading* program has distributed 77 million children's books since 2002 inside specially marked boxes of *Cheerios* cereal and has donated US\$4.4 million to First Book, a nonprofit children's literacy organization. The books target children 3 to 12 years old and include bilingual (English and Spanish) titles, chapter books as well as titles for new readers.

Impact dashboard



Nourishing

We alleviate hunger

Provide **200 million meals** globally

Progress

- Global food donations: **50 million meals** since 2013
- Partners in Food Solutions: **550,000 smallholder farmers** and their **3.3 million family members** impacted since 2008

We advance nutrition wellness

Empower **25 million youth** with skills and knowledge to achieve and maintain physical wellness

90,000 U.S. schools gain access to Presidential Youth Fitness program

- Presidential Youth Fitness program: launched in 2013 with support from General Mills, available to **all U.S. schools**
- *Champions for Healthy Kids*: **1 million youth** since 2002



Educating

We improve education

Provide over **US\$1 billion** to schools through *Box Tops for Education*

- *Box Tops for Education*: **US\$75 million** raised for U.S. schools in 2013; **US\$600 million** since 1996

We expand access to education

Empower **1 million people** in impoverished communities globally through education and improved livelihoods

- Join My Village: **250,000+ people** have received expanded access to education, health knowledge and economic empowerment since 2009



Strengthening

We volunteer in the community

More than **80% of employees** volunteering worldwide

- **76% of employees** volunteer worldwide

We invest in our communities

Achieve **US\$2 billion** cumulative giving

- **US\$151 million** in total giving in fiscal 2014
- **US\$1+ billion** cumulative giving since 1954



Strengthening livelihoods

General Mills supports innovative global programs that work to empower and strengthen highly impoverished and food insecure communities.

Join My Village

Now in its fifth year, Join My Village has positively impacted more than a quarter million people in Africa and India, by focusing on the community members that are most frequently denied access to education or job training – girls and women.

Working with the humanitarian organization, CARE, our Join My Village program has helped thousands of girls continue their secondary school educations, built dozens of homes to bring teachers to remote villages,

provided textbooks and learning materials for tens of thousands, and established 125 village-based saving programs that are improving livelihoods for women and their families.

Join My Village leverages social media to enable citizens around the world to follow the progress of the girls, women and communities being empowered through the program. For more visit www.JoinMyVillage.com.



Creating shared value

In developing economies where General Mills or its suppliers may source raw ingredients related to production of the company's products, we work with smallholder farmers, nongovernmental organizations and industry partners to pursue sustainable development

and create shared value. Through this approach, we are boosting the incomes of smallholder farmers and helping to raise the living standards in their communities, such as our work with vanilla farmers in Madagascar, and cocoa growers in Ghana.



Charitable giving

Our community support surpassed US\$150+ million (nearly \$3MM a week) in fiscal 2014. Through our grants, we're fighting hunger, encouraging good nutrition and youth fitness, and improving education. We're also serving as volunteers and board leaders, sharing our expertise

to make our communities stronger. Our efforts in the community reflect our company's Nourishing Lives mission. For more examples of how we are strengthening communities, follow "General Mills in the Community" on Facebook.

\$150+ million

The amount we gave to charitable causes in fiscal 2014

Foundation grants

\$29.2 million

Food donations

\$42.8 million



Corporate contributions/
brand philanthropy

\$79.1 million